

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) An apparatus for hyperlinking specific words in content to convert the words into advertisements, comprising:
 - an Internet-enabled web browsing device, including a terminal for connection to the Internet;
 - a content provider server having content files to be displayed on web browsers, said content provider server being connected to the Internet;
 - an advertiser web page accessible over the Internet; and
 - an ad server connected to the Internet, wherein code in one of said content files references said ad server to determine at least one existing advertiser-chosen word present in said content file, said code automatically, when said content file is interpreted by a web browser, providing the ad server provides means for providing a hypertext anchor to convert for said at least one existing advertiser-chosen word, thereby converting said at least one existing advertiser-chosen word present in a content file into an advertisement by linking said at least one advertiser-chosen word to said advertiser web page.
- 2 - 3. (Cancelled).

4. (Currently Amended) The apparatus of claim 1, ~~wherein said means for providing a hypertext anchor to an advertiser-chosen word in said content file is further including~~ a means associated with said ad server to ~~determine which words~~ determine said at least one existing advertiser-chosen word present in said content file to hyperlink when referenced by ~~coding~~ said code in said content file.
5. (Currently Amended) The apparatus of claim 4, wherein said means associated with said ad server ~~to determine which words to hyperlink when referenced by coding in said content file~~ comprises:
- decisioning logic; and
 - a database associating [[an]] said at least one existing advertiser-chosen word with a destination URL pointing to said advertiser web page.
- 6 - 7. (Cancelled).
8. (Original) The apparatus of claim 1, further comprising means to link to said advertiser web page using a tracking URL.
9. (Currently Amended) A method for hyperlinking specific words in content to convert the words into advertisements, comprising:
- connecting a content provider server to the Internet, said content provider server having content files to be displayed via web browsers;
 - providing an advertiser web page so as to be accessible over the Internet;
 - [[and]]
 - connecting an ad server to the Internet; ~~wherein~~

referencing, by code in one of said content files, said ad server to
determine at least one existing advertiser-chosen word present in
said content file; and

said code automatically, when said content file is interpreted by a web
browser, providing the ad server provides a hypertext anchor to
convert for said at least one existing advertiser-chosen word,
thereby converting said at least one existing advertiser-chosen
word present in a content file into an advertisement by linking an
Internet-enabled web browsing device connected to the Internet
said at least one advertiser-chosen word to said advertiser web
page.

10 - 11. (Cancelled).

12. (Currently Amended) The method of claim 9, wherein ~~said content file~~
~~includes coding and~~ the ad server provides a hypertext anchor to an
advertiser-chosen word in said content file by determining which words a means
associated with said ad server determines said at least one existing
advertiser-chosen word present in said content file to hyperlink when referenced
by said ~~coding~~ code in said content file.

13. (Cancelled).

14. (Currently Amended) The method of claim ~~[[13]]~~ 9, wherein said ad server
employs frames so as to display a content provider URL in a browser window of
~~[[said]]~~ an Internet-enabled web browsing device.

15. (Currently Amended) The method of claim [[13]] 9, wherein said ad server employs coding to display a content provider URL in a browser window of [[said]] an Internet-enabled web browsing device.
16. (Original) The method of claim 9, further comprising linking to said advertiser web page using a tracking URL.
17. (Currently Amended) A method for advertising by hyperlinking specific words in content to convert the words into advertisements, comprising:
- ~~altering the HTML coding of content for an Internet-displayed file to include a hypertext anchor to convert at least one existing advertiser-chosen word present in the content into an advertisement by linking said at least one advertiser-chosen word to an advertiser web page;~~
- referencing, by code in said content, an ad server to determine at least one existing advertiser-chosen word present in said content;
- said code automatically, when said content is interpreted by a web browser, providing a hypertext anchor for said at least one existing advertiser-chosen word, thereby converting said at least one existing advertiser-chosen word into an advertisement by linking said at least one advertiser-chosen word to an advertiser web page; and
- receiving compensation from said advertiser.
18. (Original) The method of claim 17, further comprising compensating at least one of a provider of said content of said Internet-displayed file and an entity that selects said hypertext anchor.

19. (Original) The method of claim 18, further comprising compensating on a basis selected from the group consisting of flat rate per ad, flat rate per site, impressions, clicks, and conversions.
20. (Original) The method of claim 17, further comprising linking to said advertiser web page using a tracking URL.
21. (Currently Amended) An apparatus for hyperlinking specific words displayed in an application to convert the words into advertisements, comprising:
- an Internet-enabled device, including a terminal for connection to the Internet;
 - an HTTP-enabled software application operating on said device;
 - a source for text-containing files to be viewed in said software application;
 - an advertiser file accessible over the Internet; and
 - an ad server connected to the Internet, wherein code in one of said text-containing files references said ad server to determine at least one existing advertiser-chosen word present in said text-containing file said code automatically, when said text-containing file is interpreted by a web browser, providing the ad server provides means for providing a hypertext anchor to convert for said at least one existing advertiser chosen word, thereby converting said at least one existing advertiser-chosen word present in said text-containing file into an advertisement by linking said at least one advertiser-chosen word to said advertiser file.
22. (Cancelled).

23. (Original) The apparatus of claim 21, further comprising means to link to said advertiser file using a tracking URL.
24. (Currently Amended) A method for hyperlinking specific words in text-containing files to convert the words into advertisements, comprising:
- providing an Internet-enabled device with an HTTP-enabled software application;
 - providing said text-containing file to be viewed by said software application;
 - providing an advertiser file so as to be accessible over the Internet; [[and]]
 - connecting an ad server to the Internet; ~~wherein~~
 - referencing, by code in said text-containing file, said ad server to
 - determine at least one existing advertiser-chosen word present in
 - said text-containing file; and
 - said code automatically, when said text-containing file is interpreted by a
 - web browser, providing the ad server provides a hypertext anchor
 - to convert for said at least one existing advertiser-chosen word,
 - thereby converting said at least one existing advertiser-chosen
 - word present in said text-containing file into an advertisement by
 - linking said Internet-enabled web browsing device to said at least
 - one advertiser-chosen word to said advertiser file.
25. (Cancelled).
26. (Original) The method of claim 24, further comprising linking to said advertiser file using a tracking URL.

27. (Currently Amended) A method for advertising by hyperlinking specific words in documents to convert the words into advertisements, comprising:
- viewing a document with a software application;
 - referencing, by code in said document, an ad server to determine at least one existing advertiser-chosen word present in said document;
 - said code automatically, when said document is interpreted by a web browser, providing a hypertext anchor for said at least one existing advertiser-chosen word, thereby converting said at least one existing advertiser-chosen word into an advertisement by linking said at least one advertiser-chosen word to an advertiser web page; and
 - ~~altering the document file with software to include a hypertext anchor to convert at least one existing advertiser-chosen word present in the document file into an advertisement by linking said at least one advertiser-chosen word to an advertiser document; and~~
 - receiving compensation from said advertiser.
28. (Original) The method of claim 27, further comprising compensating an entity that selects said hypertext anchor.
29. (Original) The method of claim 28, further comprising compensating on a basis selected from the group consisting of flat rate per ad, flat rate per software application, impressions, clicks, and conversions.
30. (Original) The method of claim 27, further comprising linking to said advertiser document using a tracking URL.

31. (Currently Amended) A method of advertising by hyperlinking a specific word in content to convert the word into an advertisement, comprising:
- referencing, by code in the content, an ad server to determine at least one existing advertiser-chosen word present in the content;
- the code automatically, when the content is interpreted by a web browser, providing a hypertext anchor for the at least one existing advertiser-chosen word, thereby converting the ~~to turn an~~ advertiser-chosen word ~~in a content file~~ into a hyperlink that links the advertiser-chosen word to an advertiser web page; and
- displaying a description of the advertiser web page when a mouse pointer is positioned over the hyperlink.
32. (Previously Presented) The method of claim 31, further comprising charging the advertiser a fee when the hyperlink is clicked.
33. (New) A method for hyperlinking specific words in content to convert the words into advertisements, comprising:
- referencing, by code in a content file being interpreted by a web browser for display on a user device, an ad server; and
- receiving, by the user device, a determination of at least one existing advertiser-chosen word present in the content file;
- wherein the code provides a hypertext anchor for the at least one existing advertiser-chosen word automatically, when the content file is interpreted by the web browser, thereby converting the at least one existing advertiser-chosen word into an advertisement by linking the at least one advertiser-chosen word to an advertiser web page.

34. (New) A method for converting specific words in content into advertisements, comprising:

transmitting a content file from a content provider to a user device,
wherein the content file comprises code, the code for:

referencing an ad server to determine at least one existing
advertiser-chosen word that is present in the content
file; and

providing a hypertext anchor for the at least one existing
advertiser-chosen word automatically, when the
content file is interpreted by a web browser executed
by the user device, thereby converting the at least
one existing advertiser-chosen word into an
advertisement by linking the at least one
advertiser-chosen word to an advertiser web page.